

# Parade

MEDIA KIT

2022



# Parade

READER PROFILE

2022



**PARADE** celebrates America at its best every Sunday. We reach a dual audience of engaged consumers who live primarily in A and B counties. Our readers love a dose of entertainment coverage, supplemented by inspiring stories and health content designed to make life and community connections more meaningful.

TARGET



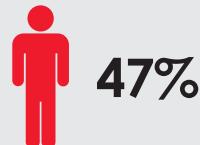
FAMILIES

SWEET SPOT



ADULTS 35+

TOTAL AUDIENCE **38 MILLION**



**76%**  
OWN A HOME



**71%**  
LIVE IN A/B COUNTIES



**61%**  
ATTENDED COLLEGE

# Parade

## EDIT CALENDAR

### 2022



#### JANUARY



**ENTERTAINMENT:** Courteney Cox in Scream, Winter Olympics Watch List, Super Bowl Tailgating With Terry Crews & Son Isaiah, Kevin Hart & Woody Harrelson Team Up

**LIVE SMART:** Memory Boosters: How Folic Acid Can Help, Financial Planning for the New Year, Waste Not: Your New Year's Recycling Plan

**STAY HEALTHY:** Women's Health: Decade by Decade, Glaucoma Explainer, Survivor Profile: Life After Cancer/World Cancer Day, Do I Need a Cervical Exam Past 60? 5 Cold & Flu Busters

**WHAT AMERICA EATS:** Winter's Healthiest Comfort Foods, Energy Boosters for Dark Days, Olympics Watch Party, Air-Fried Super Bowl Snacks

**PARADE PICKS:** New Year New You, Anne Hathaway Style, New Books by Valerie Bertinelli & Bob Odenkirk, Grammys, Stories Behind the Rolling Stones Songs, Happy Birthday, Dolly Parton!

**ACROSS AMERICA:** Top Spots for Star Gazing

ISSUE DATE	CLOSE DATE
1/2/22	12/6/21
1/9/22	12/13/21
1/16/22	12/20/21
1/23/22	12/27/21
1/30/22	1/3/22

#### FEBRUARY



**ENTERTAINMENT:** At Home With Andy Garcia, Death on the Nile, Owen Wilson & Jennifer Lopez, Most Romantic Movies of All Time, Happy 60th to Garth Brooks

**LIVE SMART:** 5 Ways Romance Is Good for Your Health, Smart Chart: Beat Tummy Troubles

**STAY HEALTHY:** Survivor Profile: What I Learned from My Heart Attack/American Heart Month, Why Can't I See in Low Light?/AMD Awareness Month

**WHAT AMERICA EATS:** Heart-Healthy Recipe, Delicious Indian Food at Home, Valentine's Dinner, Healthy Homemade Dog Treat

**PARADE PICKS:** Boost Your Heart Health, Valentine's Day Gift Guide, Batman Is Back, Music Man on Broadway, Mood-Boosting Colors, Cabaret Turns 50, Salute to Military Dogs

**ACROSS AMERICA:** Top Romantic Movie in Every State

ISSUE DATE	CLOSE DATE
2/6/22	1/10/22
2/13/22	1/14/22
2/20/22	1/24/22
2/27/22	1/31/22

#### MARCH



**ENTERTAINMENT:** Maggie Smith Is Back in Downton Abbey, Godfather Turns 50, A Night at the Oscars, The Hit Songs of 1972

**LIVE SMART:** Tax Tips From a Pro, Spring Clean Your Diet, Pet Health FYIs

**STAY HEALTHY:** Survivor Profile: Life With MS/MS Awareness Month, Sleep-Soundly Tips/Sleep Awareness Week, Treating Type 1 and Type 2/Diabetes Alert Day

**WHAT AMERICA EATS:** Downton Abbey Tea Party, Oscar-Night Nibbles, Spring Soups

**PARADE PICKS:** Spring Cleaning, New Books From Bear Grylls, Robin Roberts, Jimmy Fallon, Viola Davis and Molly Shannon

**ACROSS AMERICA:** Weather Trends and Trivia

ISSUE DATE	CLOSE DATE
3/6/22	2/7/22
3/13/22	2/14/22
3/20/22	2/18/22
3/27/22	2/28/22

#### APRIL



**ENTERTAINMENT:** Goodbye to This Is Us, Sandra Bullock Is Back, Nicholas Cage Is Still Weird, TV Show Finales

**LIVE SMART:** Social Security Quiz, Smart Chart: All About Eyes; How to Get More Motivated

**STAY HEALTHY:** Survivor Profile: Life as an Organ Recipient, Difference Between IBS and Colitis/IBS Awareness Month

**WHAT AMERICA EATS:** The Best Post-Easter Ham Sandwich, Pesto 3 Ways, Energy-Boosting Breakfast, Probiotic Recipe

**PARADE PICKS:** Earth Day, Spring Tablescape & Decor, Spring Reading List, Spring Closet Makeover

**ACROSS AMERICA:** Allergy Hotspots Across the U.S.

ISSUE DATE	CLOSE DATE
4/3/22	3/7/22
4/10/22	3/14/22
4/17/22	3/21/22
4/24/22	3/28/22

# Parade

## EDIT CALENDAR

2022

### MAY



ISSUE DATE	CLOSE DATE
5/1/22	4/4/22
5/8/22	4/11/22
5/15/22	4/18/22
5/22/22	4/25/22

**ENTERTAINMENT:** Ellen Degeneres Says Goodbye, Summer Must-Watch List, Legally Blonde 3, Sister Act Turns 30, Summer Reading List

**LIVE SMART:** Skin Cancer Prevention Month: Is It a Rash or Melanoma? Life Lessons From People Who Stutter, Top Allergy & Asthma Triggers/Asthma & Allergy Awareness Month

**STAY HEALTHY:** Mental Health Month, Survivor Profile: Life With Arthritis/Arthritis Awareness Month, Signs of Stroke/Stroke Awareness Month

**WHAT AMERICA EATS:** Winning Potato Salad, Farmer's Market Salads, Memorial Day Party, Chef's Grilling Secrets

**PARADE PICKS:** Mom's Day Must-Haves, Healthy Vision Tips & Picks, Summer Reading List, Grow Your Own Herbs, Cats on Broadway Turns 40, Hot Buys for Grilling Season

**ACROSS AMERICA:** State Flowers & Trees

### JUNE



ISSUE DATE	CLOSE DATE
6/5/22	5/9/22
6/12/22	5/16/22
6/26/22	5/27/22

**ENTERTAINMENT:** Tom Hanks as Colonel Parker in *Elvis*, *ET* Turns 40, It's a Jurassic World for Laura Dern, Celebrity Dogs

**LIVE SMART:** Men's Health Quiz/Men's Health Month, Downsizing Guide for Retirees

**STAY HEALTHY:** Survivor Profile: Life With Alzheimer's/Alzheimer's & Brain Awareness Month; Signs of Cataracts; The Anti-Cancer Diet/Cancer Survivor's Month

**WHAT AMERICA EATS:** Vegetarian Cookout, How to Smoke Salmon on the Grill, Ice Cream Sandwiches for Dad's Day

**PARADE PICKS:** Home Makeover, Backyard Movie Party, Beach Reading Guide, Life Made Simpler Picks, July 4th Fun

**ACROSS AMERICA:** State Flowers & Trees, Most Patriotic Celebrations

### AUGUST



ISSUE DATE	CLOSE DATE
8/14/22	7/18/22
8/21/22	7/25/22
8/28/22	8/1/22

**ENTERTAINMENT:** Fall TV Preview, Antonio Banderas, Vintage Vacations, 50 Years of Bob Newhart

**LIVE SMART:** Smart Chart: Vaccination Update/Immunization Awareness Month, Improve Your Balance, Retirement Makeover

**STAY HEALTHY:** Survivor Profile: Life With Psoriasis/Psoriasis Action Month, Danger Signs of Heat Stroke, World Lung Cancer Day

**WHAT AMERICA EATS:** Probiotic Summer Party Dips, Summer Tomatoes 3 Ways, No-Cook Dinner

**PARADE PICKS:** Picnic Style, Bargain Shopping for Fall, Back to School, De-Stress Guide

**ACROSS AMERICA:** America's Cutest Pets

### SEPTEMBER



ISSUE DATE	CLOSE DATE
9/4/22	8/8/22
9/11/22	8/15/22
9/18/22	8/22/22
9/25/22	8/29/22

**ENTERTAINMENT:** David Hasselhoff Turns 70, M.A.S.H. Turns 60, George Clooney & Julia Roberts Together Again, Cheers Turns 40

**LIVE SMART:** Smart Chart: Pain Causes & Management/Pain Awareness Month, Yoga Moves for Aging Well/Healthy Aging Month, Immune System Boosters for Cold/Flu Season

**STAY HEALTHY:** Survivor Profile: Life With Long COVID, Anatomy of...the Prostate Gland/Prostate Cancer Awareness Month, All About Statins/National Cholesterol Education Month

**WHAT AMERICA EATS:** Vietnamese Pho, Fall Veggie Pizza, Sandwich Makeover

**PARADE PICKS:** Helen Mirren Style, Fall Beauty Tips and Trends, Allergy-Proof Your Life, Fall Books We Love, Tailgating Time!

**ACROSS AMERICA:** Best Places for Fall Color

### JULY



ISSUE DATE	CLOSE DATE
7/10/22	6/13/22
7/17/22	6/20/22
7/31/22	7/1/22

**ENTERTAINMENT:** Harrison Ford in *Indiana Jones 5*, Mads Mikkelsen in *Fantastic Beasts*, a Return to Wakanda, An Officer and a Gentleman Turns 40

**LIVE SMART:** Smart Chart: Summer Food Safety Guide; Anatomy of...Developing a Good Habit

**STAY HEALTHY:** Survivor Profile: Life After Skin Cancer, Safe Swimming Advice

**WHAT AMERICA EATS:** Twists on Corn on the Cob, Peach-y Recipes, Grilled Bison Burger, Backyard Party Menu

**PARADE PICKS:** Deliverance Turns 50, Fast Times at Ridgemont High Turns 40, Summer Skin Guide, Outdoor Rooms

**ACROSS AMERICA:** Amazing Lakes: Little-Known Facts and Trivia

### OCTOBER



ISSUE DATE	CLOSE DATE
10/2/22	9/2/22
10/9/22	9/12/22
10/16/22	9/19/22
10/23/22	9/26/22
10/30/22	10/3/22

**ENTERTAINMENT:** Bette Midler, Kathy Najimy & Sarah Jessica Parker in *Hocus Pocus 2*, Prince Harry Book, Why We Love Scary Movies & Shows

**LIVE SMART:** Medicare 2022 Guide; Anatomy of...Healthy Teeth, Smart Chart: How to Keep Eyes Safe

**STAY HEALTHY:** Survivor Profile: Life After Breast Cancer/Breast Cancer Awareness Month, Coping with Depression/World Mental Health Day, Eczema and Psoriasis Triggers

**WHAT AMERICA EATS:** Halloween Party for Adults, Slowcooker Recipes for Crocktober, Chicken Pot Pie, Pumpkin Recipes

**PARADE PICKS:** Jamie Lee Curtis in the final *Halloween*, Fall Décor, Pet Costumes, Sustainability FYIs

**ACROSS AMERICA:** Fall Favorites: Best Haunted Houses, Mazes and more

## NOVEMBER



**ENTERTAINMENT:** Will Smith Plays Dad to Serena & Venus, The Bee-Gees New Movie, Daniel Craig in *Knives Out*, Ben Affleck in *The Flash*, Holiday Movies Sneak Peek

**LIVE SMART:** Tips for Healthier, Happier Holidays; GERD: What Is It & How to Avoid, Anatomy Of...Healthy Eyes, American Diabetes Month

**STAY HEALTHY:** Cancer Updates/Lung Cancer Awareness Month, Survivor Profile: Life With COPD/COPD Awareness Month, Alzheimer's & Dementia: What's the Difference?/ Alzheimer's Awareness Month

**WHAT AMERICA EATS:** Thanksgiving With a Twist, Holiday Drinks, Apple Desserts

**PARADE PICKS:** Gifts for Caregivers/Family Caregivers Month, Whitney Houston Biopic, Old Hollywood Style, Stocking Stuffers, Ultimate Cheese Board, Hallmark Holiday Movies, Black Friday Guide

**ACROSS AMERICA:** Gifts From Every State

ISSUE DATE	CLOSE DATE
11/6/22	10/7/22
11/13/22	10/17/22
11/20/22	10/24/22
11/27/22	10/31/22

## DECEMBER



**ENTERTAINMENT:** *Titanic* Turns 25, We Remember: Stars We Lost in 2022, Robert Downey Jr. in *Sherlock Holmes 3*, Elle & Dakota Fanning, Jason Momoa, *Tootsie* Turns 40

**LIVE SMART:** How to Improve Focus, Prevent/Fix Foot Pain & Problems, Health Benefits of Pets

**STAY HEALTHY:** Anatomy of a...Headache, Survivor Profile: Celebrating the Holidays With Diabetes, Weight and Your Health

**WHAT AMERICA EATS:** Snacks for Dinner, Savory Sides, New Year Food Traditions

**PARADE PICKS:** Book Gift Guide, 50 Years of *Dick Clark's Rockin' New Year's Eve*, Sigourney Weaver in *Avatar 2*, Eco-Friendly Wrapping & Decorating, Pet Gift Guide

**ACROSS AMERICA:** Best Winter Spots

ISSUE DATE	CLOSE DATE
12/4/22	11/7/22
12/11/22	11/14/22
12/18/22	11/21/22

## REGULAR FEATURES

**ACROSS AMERICA:** A celebration of people, places, traditions, events and things that make America great--from the best road trips and spots for leaf peeping to state-by-state guides to beaches, ballparks & more.

**STAY HEALTHY:** Timely health updates from top experts to keep you well and thriving.

**PERSONALITY PARADE:** Celebrity profiles and Q&As timed to current entertainment events.

**PARADE PICKS:** Best picks, from books we love to trending products and styles.

**WHAT AMERICA EATS:** This signature food franchise digs into food topics each week, including Twist, Celebrity Kitchen, Trends, Entertaining and Tools.

**LIVE SMART:** Savvy strategies for living well.

### MAKE EVERY DAY POP!

Each vertical offers solution-filled takes and insightful commentary from a diverse group of voices on the latest trends.

#### ENTERTAINMENT

Offers coverage of everyone's favorite shows, music, books and movies. From network to streaming, Parade's on the pulse of what's trending in entertainment.

**VIDEO SERIES:** PASSION PROJECTS, THE MOM THREAD

##### EXCLUSIVE CONTENT:

- Fall/Spring TV Hubs
- Cast Exclusives
- Awards Shows/Sweeps/Finales
- Holiday Specials

#### FOOD

Our food channel features unique content, with influencer recipes and roundups, the latest food trends and celeb foodie interviews (and video!) to help our audience make all their meals POP.

**VIDEO SERIES:** KEEP IT SIMPLE, POP KITCHEN CHALLENGE, POP KITCHEN BETTER BBQ, POP COOKIES

##### CONTENT:

- TikTok Inspired Recipes
- TV-Inspired Recipes
- Pop Kitchen Challenge
- Sustainability (i.e. Zero Waste, Food Storage, etc.)

#### WELLNESS

Parade delivers a timely, solutions-driven approach to health by touching on the latest diet and fitness trends, general wellness and mental health news, and libraries of content around specific conditions/ailments.

**VIDEO SERIES:** TMI SHOW, ANNUAL TAKE A MENTAL HEALTH DAY SPECIAL

##### CONTENT:

- Condition Specific Starter Kits
- Caregiver Tool Kits & Guides
- Take it From a Patient
- Healthy Now: Parade + Cleveland Clinic National Survey Coverage

**THE TRUTH ABOUT  
HEART DISEASE**



#### LIFE

Holiday ideas and inspiration, parenting tips and trends, shopping deals and freebies, pet parent advice, ways to live more sustainably, financial know-how and travel tips—Parade.com's Life channel covers it all to help you make the most of each day.

**VIDEO SERIES:** DELUXE OR DUPE, THE MOM THREAD

##### CONTENT:

- The Mom Thread
- Pet Parent Central
- Sustainability
- Accounts Slayable

# Parade

RATE CARD  
2022



EFFECTIVE: JANUARY 2022  
ESTIMATED CIRCULATION: 16 MILLION

UNIT	4C	B/W
FULL PAGE	\$671,800	\$544,150
M PAGE	\$504,200	\$408,400
3/5 PAGE	\$456,600	\$369,900
1/2 PAGE	\$383,000	\$310,200
2/5 PAGE	\$335,400	\$271,600
3/10 PAGE*	\$254,700	\$206,300
FP OPPOSITE PERSONALITY PARADE	\$739,100	
COVER 3	\$739,100	
BACK COVER	\$786,100	
PAGE 2-3	\$1,478,200	

National Rate Card #160 (GROSS) effective January 2022. Rates subject to change with any publicly announced changes in circulation.  
\*Unit must run opposite FP or M page on the same spread.

# Parade

RATE CARD  
2022



## PARADE A



UNIT	4C	B/W
FULL PAGE	\$362,800	\$293,800
M PAGE	\$272,200	\$220,500
3/5 PAGE	\$246,600	\$199,700
1/2 PAGE	\$206,800	\$167,500
2/5 PAGE	\$181,100	\$146,700
3/10 PAGE*	\$137,500	\$111,400

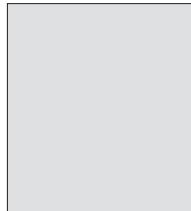
EFFECTIVE: JANUARY 2022

ESTIMATED CIRCULATION: 8 MILLION

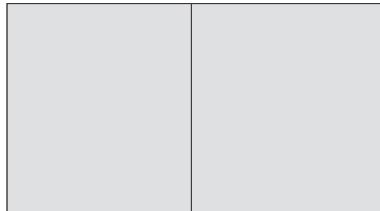
National Rate Card #160 (GROSS) effective January 2022. Rates subject to change with any publicly announced changes in circulation.  
\*Unit must run opposite FP or M page on the same spread.

PARADE is a press delivered, non-bleed magazine.

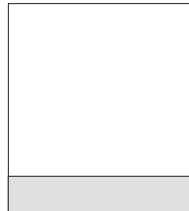
Trim size is 8.250 x 9.375 inches. The full "live area" is 8.000 x 9.125 inches. There is a .125-inch non-print area outside of the live area.



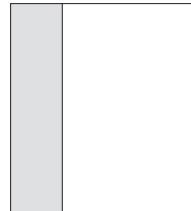
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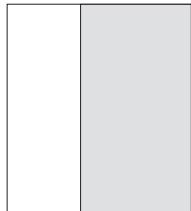
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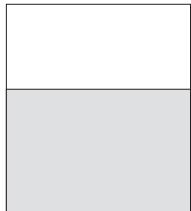
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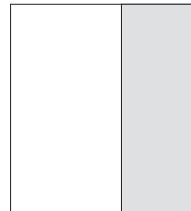
**\*3/10 VERTICAL:**  
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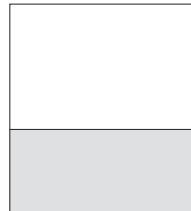
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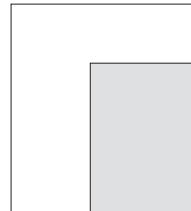
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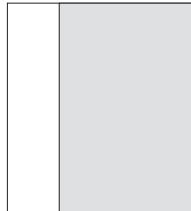
**2/5 VERTICAL:**  
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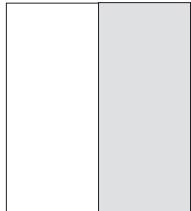
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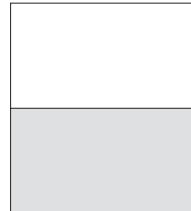
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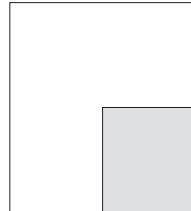
**MAGAZINE:**  
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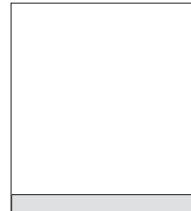
**1/2 VERTICAL:**  
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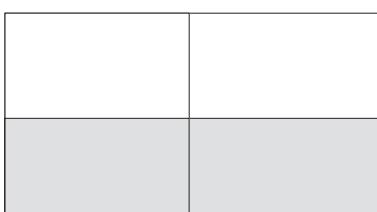
**1/2 HORIZONTAL:**  
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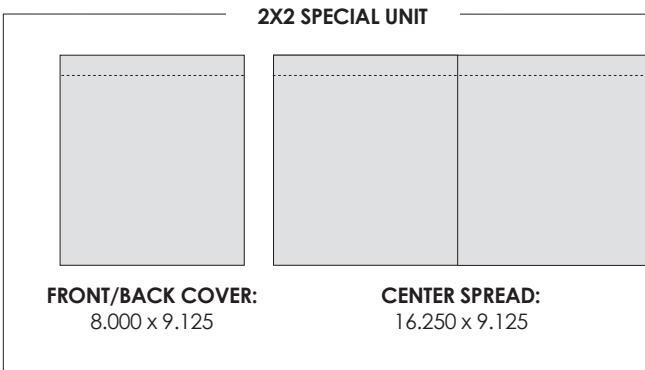
**\*1/4:**  
4.000 x 4.562



**FRONT COVER STRIP:**  
8.000 x .812



**1/2 HORIZONTAL SPREAD:**  
16.250 x 4.562



**FRONT/BACK COVER:**  
8.000 x 9.125

**CENTER SPREAD:**  
16.250 x 9.125

## PRINTING PROCESS:

PARADE is printed using the rotogravure process.

## FILE SPECIFICATION

- PDF-x1a only
- No native applications accepted. We do not accept Post Script files, DCS or RGB images or True Type Fonts.

### Additional Specifications:

- Colors: CMYK (no pantone or spot color), black type should be 100K overprint (no 4/c or knockout)
- Platform: Mac or PC Proofing: 1 GAA/SWOP color accurate certified proof
- All digital files must conform to SWOP standards.
- All files must be clearly identified with corresponding proof to exact size, incorporating all final versions of color and type.
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- All type must meet GAA/SWOP specifications for size & thickness.
- All reverse type must incorporate spreading in under-colors where applicable. Minimum recommended 8pt reverse type, no fine serifs.
- Maximum density is 320%
- Minimum ink density each printing color recommended: 5%
- Minimum line rule thickness required: .5pt overprinting, non-screened
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- Supply one (1) contract composite SWOP-certified proof for color.
- Proofs must be made from the supplied file.
- Proofs must be 100% of size.
- Proofs must be SWOP-certified.
- Color bars are required on all proofs.
- Proofs must indicate the proofing product or system used, prepress supplier contacts and information showing conformance to the Manufacturer's Application data.
- Ad should be proofed on Publication Grade Stock.
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